

## Détail de l'offre : China Marketing and E-commerce Manager

Adresse Suites 201-222, 2F, Building 31, No 4 Gongti North Roadi Chaoyang District, Beijing 2/F Mayfair Tower, 83 Pr unin Road, Shanghai Room 802, 87 Leatop Plaza, 32 Zhujiang Dong Road, Zhujiang New Town, Guangzhou / Room 380, 38 / Leatop Plaza, 32 Zhujiang Dong Road, Zhujiang New Town, Guangzhou / Room 380, 37 Chinese Overseas Scholars Venture Building, Shenzhen Hi-tech Industry Park, Shenzhen Ville Pékin Shanghai Canton Shenzhen Référene 2016/31054633 Titre China Marketing and E-commerce Manager Description du poste 40 Handle brand communications (offline / online) with both customers and retailers through social media posts / blog articles or events / merchandizing *10Cnduct e-commerce strategy and daily management of TMall partner *10 Interact directly with established clients through various means and follow up on clients' interests and requests (content, video, displays) for the marketing side *10 Interact directly with established clients through various means and follow up on clients' interests and requests (content, video, displays) for the marketing side *10 Interact with sales team to fit customer needs including deadlines *10 Prive social media strategy and be the leader for content generation through customers and sponsored KOU *10 Ability to translate English content we receive from HQ to Chinese (catalogue, social media posts, products key selling points) *10 Conduct market research and competitors' analysis. Present a summary of findings to the sales team and management *10 Report effectiveness of all Marketing activities (events, social media, strategy and be the leader for content lead, schools) to expand footprint *10 Participate in customers training of our product portfolio, both online (wechat groups, TMail event) and offline (B2C / B2B events) Titual event) and angement Profil rechercher Profil rechercher Key Requirements *10 Report effectiveness of all Marketing activities (events, social media, merchandizing) *10 Report effectiveness of its CHINA offli	Partenaire	
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